

Preliminary Nielsen Convenience
Database as of FEB 26 1994

U.S. - TOT CONVENIENCE

	Volume MARLBORO	Volume DISCOUNT	Share MARLBORO	Share DISCOUNT	Share Chg MARLBORO	Share Chg DISCOUNT
17-Jul-93	1,283,718	1,516,765	29.60	34.98	1.24	-1.16
24-Jul-93	1,276,924	1,538,373	29.54	35.59	-0.07	0.61
31-Jul-93	1,267,445	1,543,332	29.34	35.72	-0.20	0.13
7-Aug-93	1,252,543	1,580,307	28.68	36.18	-0.66	0.46
14-Aug-93	1,190,584	1,464,592	29.02	35.70	0.34	-0.49
21-Aug-93	1,198,481	1,466,205	28.62	35.01	-0.40	-0.69
28-Aug-93	1,193,519	1,443,673	28.62	34.62	0.00	-0.39
4-Sep-93	1,228,587	1,413,466	29.34	33.75	0.72	-0.87
11-Sep-93	1,184,653	1,416,162	28.34	33.88	-1.00	0.13
18-Sep-93	1,202,270	1,397,912	28.90	33.60	0.56	-0.28
25-Sep-93	1,185,022	1,335,968	29.20	32.92	0.30	-0.68
2-Oct-93	1,191,873	1,341,347	29.34	33.02	0.15	0.11
9-Oct-93	1,197,266	1,388,808	28.80	33.41	-0.55	0.38
16-Oct-93	1,170,421	1,327,961	28.93	32.82	0.13	-0.58
23-Oct-93	1,183,273	1,336,522	29.14	32.91	0.21	0.09
30-Oct-93	1,175,091	1,319,259	29.33	32.93	0.20	0.02
6-Nov-93	1,164,286	1,358,339	28.87	33.68	-0.47	0.74
13-Nov-93	1,164,801	1,321,178	29.54	33.51	0.67	-0.17
20-Nov-93	1,184,913	1,322,369	29.67	33.11	0.13	-0.40
27-Nov-93	1,189,822	1,317,282	29.82	33.02	0.15	-0.09
4-Dec-93	1,156,427	1,263,537	30.02	32.80	0.19	-0.22
11-Dec-93	1,170,943	1,312,726	29.66	33.25	-0.36	0.46
18-Dec-93	1,180,765	1,285,205	29.98	32.63	0.32	-0.62
25-Dec-93	1,155,131	1,269,387	29.71	32.65	-0.27	0.02
1-Jan-94	1,001,222	1,104,092	29.49	32.52	-0.22	-0.13
8-Jan-94	1,136,196	1,200,337	30.67	32.41	1.19	-0.11
15-Jan-94	1,091,610	1,196,605	30.13	33.03	-0.54	0.62
22-Jan-94	1,101,705	1,199,672	30.12	32.79	-0.01	-0.23
29-Jan-94	1,126,860	1,233,770	30.19	33.05	0.07	0.26
5-Feb-94	1,143,910	1,230,162	30.41	32.71	0.23	-0.34
12-Feb-94	1,140,069	1,230,734	30.38	32.80	-0.03	0.09
19-Feb-94	1,122,959	1,185,628	30.77	32.49	0.39	-0.31
26-Feb-94	1,170,259	1,234,885	30.89	32.60	0.12	0.11
5-Mar-94	1,144,626	1,232,876	30.48	32.83	-0.41	0.23

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